

**ABSTRACT**

The transportation costs of a mass transit system are subsidized in the following manner. A person is enabled to use a mass transport system wherein a passenger uses a transportation pass. The pass is also validated for conducting a commercial transaction outside the system. This works as an incentive for people to use the system, and enables to acquire data about the flow of passengers in the system and beyond. Commercial enterprises may benefit from the data collection, and may further subsidize the system by attracting patrons through the pass that can serve as an electronic coupon.